



**OFFICE OF THE TOWN ADMINISTRATOR
MEMORANDUM**

TO: Each Member of the Board

FROM: Melvin A. Kleckner, Town Administrator

RE: BAA Invitational Applications

DATE: June 25, 2012

Last fall, I advised you about the possibility of modifying the manner in which the Board of Selectmen allocates the BAA Invitational Applications (Numbers) assigned to the Town as a host community. My memo of November 21, 2011 (see attached) indicated that the Town currently assigns all 15 of the Numbers to the Brookline Community Mental Health Center to facilitate their annual fundraising program. As you may recall, Selectman DeWitt drafted a preliminary proposal for the Board's consideration that would allocate the numbers to any qualified Brookline based non-profit organization through a lottery.

Selectman DeWitt and I met with representatives of the Center to review this alternative and to solicit their opinions on the allocation process. While the Center would be disappointed to lose their existing fundraising capacity, they understand the public policy issues involved. However, they did review the substantial work the Center does to administer the fundraising program. Like most things, the program does not run on its own and requires a lot of organizing behind the scenes. The Center has established a "Team Brookline" approach that recruits runners, helps them train, supports their fundraising efforts and ensures that runners meet all BAA requirements.

We discussed the possibility that the Board would designate the Center to run the Town's lottery and manage "Team Brookline". In exchange for these services the Center would retain a certain portion of the 15 Numbers. This is a creative approach that would avoid the Town having to manage this time consuming process.

Please find attached changes to the draft policy that would employ a lottery and use the Team Brookline approach. We intend to schedule discussion of this matter at an upcoming Board meeting. At that time, we would also recommend that the Board ask BCMHC to submit a proposal to administer the *Brookline BAA Marathon Charitable Program*, with the charge to implement the Board's Policy on Invitational Applications, to administer the lottery, and to train charitable runners for *Team Brookline* following BAA regulations.

REVISED D R A F T

Policy on Boston Marathon Invitational Applications

07/20/12

In recognition of its host community responsibilities for the Boston Marathon, the Town of Brookline receives invitational applications ("numbers" or waivers) from the Boston Athletic Association (BAA), waiving the qualifying performance requirements for runners. The Board of Selectmen (BOS) determines how these applications are allocated. Using the BAA Official Charity Program as a model, the Board of Selectmen has adopted the following policy to establish the Brookline BAA Marathon Charitable Program *Team Brookline*.

Invitational applications will be awarded to Brookline community-based IRS 501(c)(3) charitable organizations to participate in *Team Brookline* in order to facilitate fundraising for their charitable missions. Each will be invited to apply for BAA waivers to be used for fundraising. The Selectmen may set limits on the number of waivers and length of time they may be held by any organization.

Each year, coinciding with final BAA notification of available waivers, and depending on the number of requests, the BOS may determine that the BAA waivers be distributed through a lottery. In the first year, waivers will be allocated by lottery for staggered periods (e.g. three for 3-years, three for 2 years, and three for 1 year).

Each successful charitable organization must agree to recruit runners and to follow the BAA's requirements for participants. Each runner in *Team Brookline* must be able to complete a marathon within 6 hours and must raise a minimum amount to be set each year by the BOS. In addition, the organization and its runners will be responsible for BAA registration fees and any other costs associated with participating in the Boston Marathon.

Organizations that do not meet the fundraising requirements established by the BOS or who otherwise do not meet the BAA requirements shall become ineligible to apply in the next year.

The Board of Selectmen may appoint an agency to administer the *Brookline BAA Marathon Charitable Program*, with the charge to implement the Board's Policy on Invitational Applications, to administer the lottery, and to train charitable runners for *Team Brookline* following BAA regulations.

Some eligible 501(c)(3) organizations:

- Brookline Arts Center
- Brookline Baseball, Inc.
- Brookline Cable Trust (BATV)
- Brookline Chorus
- Brookline Community Foundation
- Brookline Community Mental Health Center
- Brookline Education Foundation

REVISED D R A F T

Policy on Boston Marathon Invitational Applications

07/20/12

BHS 21st Century Fund
Brookline Historical Society
Brookline Improvement Coalition
Brookline Senior Center
Brookline Music School
Brookline Soccer Club
Brookline Teen Center

D R A F T Policy on Boston Marathon Invitational Applications
6/05/12

In recognition of its host community responsibilities for the Boston Marathon, the Town of Brookline receives invitational applications (“numbers” or waivers) from the Boston Athletic Association (BAA), waiving the qualifying performance requirements for runners. The Board of Selectmen (BOS) determines how these applications are allocated. Using the BAA Official Charity Program as a model, the Board of Selectmen has adopted the following policy to establish *Team Brookline*.

Invitational applications will be awarded to Brookline community-based IRS 501(c)(3) charitable organizations to participate in *Team Brookline* in order to facilitate fundraising for their charitable missions. Each will be invited to apply for up to 5 BAA waivers to be used for fundraising for a period of up to 3 years.

In December of each year, coinciding with final BAA notification of available waivers, and depending on the number of requests, the BOS may determine that the BAA waivers be distributed through a lottery. In the first year, waivers will be allocated by lottery for staggered periods (e.g. three for 3-years, three for 2 years, and three for 1 year).

Each successful charitable organization must agree to recruit runners and to follow the BAA's requirements for participants. Each runner in *Team Brookline* must be able to complete a marathon within 6 hours and must raise a minimum amount to be set each year by the BOS. In addition, the organization and its runners will be responsible for BAA registration fees and any other costs associated with participating in the Boston Marathon.

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MEMORANDUM**

TO: Each Member of the Board
FROM: Melvin A. Kleckner, Town Administrator
RE: Marathon Invitations
DATE: November 21, 2011

Each year, the BAA provides the Town with invitational applications (often referred to as numbers). The numbers are provided to the Town to recognize our contribution as a host community. We have used them to facilitate fundraising for community based organizations. In 2011, the Town received fifteen numbers (see attached letter from BAA). As in prior years, all of the numbers were allocated to the Brookline Community Mental Health Center. It is my understanding that the Center raises around \$50,000 to support its mission through use of these numbers.

It is unclear what process was used to determine the allocation of the numbers. While the Brookline Community Mental Health Center is certainly a worthwhile organization, there are many other community based organizations with similarly worthwhile missions. The Board may wish to consider alternative distribution methods that more fairly recognizes other community based organizations in the allocation of the BAA numbers. Presumably, this could be done annually by lottery or by rotating the allocation each year. The first step would be to establish eligibility criteria and to solicit interest.

Please let me know if the Board wishes to pursue an alternative allocation method. It may be necessary to defer or phase-in the new method to provide Brookline Community Mental Health Center with sufficient time to modify its budget to account for loss of some or all of the income from fundraising.